

# **ELECTRONIC PROGRAM GUIDE HARDWARE CARD**

## **Abstract of Disclosure**

An electronic program guide (EPG) hardware card is disclosed. The card is insertable into a television tuning device having EPG capability. A non-volatile memory, such as flash memory, is situated within a case of the hardware card, and has data stored thereon representing one or more loader programs for the device. Each program corresponds to an EPG provider, and gives the device the capability to receive EPG information from this provider. The case of the hardware card may have a form factor such as a Smart Card, a Compact Flash, a Smart Media, or another form factor. Alternatively, the data stored on the card represents non-executable information corresponding to an EPG provider. A business model and a server-based embodiment are also disclosed.

## Figures